Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-17.   (canceled)

18.   (previously presented) A method for enticing users to access a web page, comprising:

modifying a standard company logo for a special event to create a special event logo;

associating one or more search terms with the special event logo, the one or more search terms relating to the special event;

uploading the special event logo to the web page;

receiving a user selection of the special event logo; and

invoking a search relating to the special event based on the one or more search terms in response to the user selection.

19.   (original) The method of claim 18, wherein the modifying a standard company logo includes:

creating the special event logo by modifying the standard company logo with one or more animated images.

20.   (previously presented) The method of claim 18, wherein the modifying a standard company logo includes:

creating the special event logo by modifying the standard company logo with at least one of video or audio data.

21.   (original) The method of claim 18, wherein the special event includes a holiday.

22.   (previously presented) The method of claim 37, further comprising:

associating one or more search terms relating to the special event; and

wherein invoking a search includes:

performing the search based on the one or more search terms.

23.   (original) The method of claim 18, wherein the uploading the special event logo includes:

displaying the special event logo on the web page during the special event.

24.   (previously presented) The method of claim 18, wherein the invoking a search includes:

generating a search query using the one or more search terms,

using the search query to search at least one of a network, an index, or a directory, and

obtaining search results based on the search.

25.   (original) The method of claim 18, wherein the modifying a standard company logo includes:

determining a home page for the web page on a network,

identifying the standard company logo on the home page, and

modifying the standard company logo with special event information to create the special

event logo.

26.   (currently amended) A computer-readable medium that stores instructions

executable by one or more processors to perform a method for attracting users to a web page,

comprising:

instructions for creating a special event logo by modifying a standard company logo for a

special event;

instructions for associating ~~at least one of~~ a link or search results with the special event

logo, the link <u>identifying a document relating to the special event,</u> [[or]] <u>the</u> search results

relating to the special event;

instructions for uploading the special event logo to the web page;

instructions for receiving a user selection of the special event logo; and

instructions for providing the [[link]] <u>document relating to the special event</u> or <u>the</u> search

results ~~associated with~~ <u>relating to</u> the special event [[logo]] <u>based on the user selection</u>.

27.   (original) A server connected to a network, comprising:

a memory configured to store instructions; and

a processor configured to execute the instructions to:

determine a home page for a web page on the network,

4

identify a standard company logo on the home page,

modify the standard company logo with special event information corresponding to a special event to create a special event logo, and

replace the standard company logo with the special event logo during the special event.

28.   (previously presented) A method, comprising:

identifying a standard company logo associated with a web site;

modifying the standard company logo with at least one of image, video, or audio data relating to a special event to create a special event logo;

associating one or more search terms relating to the special event with the special event logo;

detecting a selection associated with the special event logo; and

invoking a search relating to the special event based on the one or more search terms in response to the detected selection.

29.   (previously presented) The computer-readable medium of claim 26, wherein the instructions for creating a special event logo include:

instructions for modifying the standard company logo with one or more animated images.

30.   (previously presented) The computer-readable medium of claim 26, wherein the instructions for creating a special event logo include:

instructions for modifying the standard company logo with at least one of video or audio data.

31.   (previously presented) The computer-readable medium of claim 26, wherein the instructions for creating a special event logo include:

instructions for modifying the standard company logo with information associated with a holiday.

32.   (previously presented) The server of claim 27, wherein the processor is further configured to:

associate one or more search terms relating to the special event with the special event logo.

33.   (previously presented) The server of claim 32, wherein the processor is further configured to:

detect a selection associated with the special event logo,

generate a search query based on the one or more search terms,

perform a search based on the search query, and

provide a result of the search.

34.   (previously presented) The method of claim 18, wherein uploading the special event logo includes:

replacing the standard company logo with the special event logo on the web page.

35.   (previously presented) The computer-readable medium of claim 26, wherein the

instructions for uploading the special event logo include:

instructions for replacing the standard company logo with the special event logo on the

web page.

36.   (previously presented) The method of claim 28, further comprising:

replacing the standard company logo with the special event logo.

37.   (currently amended) A method, comprising:

presenting a special event logo on a web page, the special event logo being associated

with a standard company logo that has been modified or replaced for a special event;

receiving selection of the special event logo;

invoking a search <u>for web pages</u> relating to the special event in response to the received

selection; and

presenting results based on the invoked search.

38.   (previously presented) The method of claim 37, wherein one or more search

terms are associated with the special event logo; and

wherein the invoking a search relating to the special event includes:

causing a search to be performed based on the one or more search terms.

39.   (previously presented) The method of claim 37, wherein the presenting a special

event logo includes:

displaying the special event logo on the web page during the special event.

40.   (new) The method of claim 18, wherein invoking a search includes:

invoking a search of the Internet.

41.   (new) The method of claim 28, wherein invoking a search includes:

invoking a search for web pages relating to the special event.